ORDER

Orders

Order / Rev:

36949

Alt Order #:

08841952

Product Desc:

HELLER/SENATE/REP

Estimate:

Flight Dates:

09/26/12 - 10/02/12

Original Date / Rev:

08/09/12 / 09/10/12

Order Type:

GENERAL

KLAS

Primary AE:

Mike Jones

K-WAS National

Agency

Name:

Strategic Media Services

Buying Contact:

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Type:

Sales Office:

Sales Region:

Cash

Billing Calendar:

Billing Cycle:

Broadcast EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Heller, Dean R-USS

Demographic: Product Codes:

Revenue Codes:

A35+ PO1

LV2 Priority: AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	55	\$46,060.00	\$39,151.00
10/01/12	10/02/12	40	\$31,205.00	\$26,524.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	55	\$46,060.00	\$39,151.00	0.00
October 2012	40	\$31,205.00	\$26,524.25	0.00
Totals	95	\$77,265.00	\$65,675.25	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	•		Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$77,265.00
Market	100%	\$257,550.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$64,387.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,877.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	e Bre	ak	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	09/26/12	09/28/12	8 News Now 5a	M-F CN		5-6a	WTF	:30	3	\$225.00LV2	0.00 NM	3	\$675.00
				8 News Now 5a	M-F									
	5A NEW	/S												
	Star	t Date	End Date	Weekdays	Spots/W	eek	Rate	Rating						
W	eek: 09/2	24/12	09/30/12	WTF		3	\$225.00	0.00						
E 2	8	10/01/12	10/02/12		CN		5-6a	MT	:30	4	\$185.00LV3	0.00 NM	4	\$740.00

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Order / Rev: 36949

Advertiser:

Heller, Dean R-USS

Alt Order #: Flight Dates: 08841952 09/26/12 - 10/02/12 Product Desc:

HELLER/SENATE/REP

Estimate:

/REP KLAS

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
			8 News Now 5a M-F 8 News Now 5a M-F									
5A NEV	NS		o news new earm									
	art Date	End Date		ots/Week	Rate	Rating				1		
Week: 10		10/07/12	MT	- 4 - CM	\$185.00	0.00 WTF	:30	3	\$245.00LV2	0.00 NM	3	\$735.00
E 3 8	09/26/1	2 09/28/12	8 News Now 6a M-F 8 News Now 6a M-F	СМ	6-7a	wiF	.30	3	\$245.00LV2	0.00 NW	3	\$133.00
6A NEV	NS		o mono mon ou mi									
	art Date	End Date		ots/Week	Rate	Rating						
Week: 09		09/30/12	WTF	3	\$245.00	0.00	:30	4	\$250.00LV3	0.00 NM	4	\$1,000.00
E 4 8	10/01/1	2 10/02/12	8 News Now 6a M-F 8 News Now 6a M-F	СМ	6-7a	MT	:30	4	\$250.00LV3	U.UU INIVI	4	\$1,000.00
6A NEV	NS		o mono mon ou mi									
200000 0000 0000	art Date	End Date		ots/Week	Rate	Rating						
Week: 10		10/07/12	MT	4	\$250.00	0.00	.20	3	\$150.00LV2	0.00 NM	3	\$450.00
E 5 8	09/26/1	2 09/28/12	CBS This Morning 7- CBS This Morning	9a CIVI	7-9a	WTF	:30	3	\$150.00LV2	0.00 14141	3	\$450.00
EARLY	SHOW		ODO TINO MOTHING									
	art Date	End Date		ots/Week	Rate	Rating						
Week: 09		09/30/12	WTF	3	\$150.00	0.00	.20	2	\$165 001 V/2	0.00 NM	3	\$495.00
E 6 8	10/01/1	2 10/02/12	CBS This Morning 7- CBS This Morning	9a CM	7-9a	MT	:30	3	\$165.00LV3	U.UU INIVI	3	\$495.00
EARLY	SHOW		ODO TINS MOTHING									
Sta	art Date	End Date		ots/Week	Rate	Rating						
Week: 10		10/07/12	MT	3	\$165.00	0.00	-00		6050 001)/0	0.00 NM	4	¢1 000 00
E 7 8	09/26/1	2 09/28/12	Live w/Kelly Live With Regis & Ke	CM	9-10a	WTF	:30	4	\$250.00LV2	0.00 NM	4	\$1,000.00
LIVE V	VITH KEL	LY	Live Willi Regis & Ri	eny								
	art Date	End Date	Weekdays Sr	oots/Week	Rate	Rating						
Week: 09		09/30/12	WTF	4	\$250.00	0.00			4075 0011/0	0.00.1114		0550.00
E 8 8	10/01/1	2 10/02/12	Live W/Kelly	CM	9-10a	MT	:30	2	\$275.00LV3	0.00 NM	2	\$550.00
LIVE V	VITH KEL	LY	Live With Regis & K	elly								
	art Date	End Date	Weekdays Sr	oots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	MT	2	\$275.00	0.00				2 22 1114		00 000 00
E 9 8	09/26/1	2 09/28/12	Price Is Right	CM	10-11a	WTF	:30	2	\$1,000.00LV1	0.00 NM	2	\$2,000.00
PRICE	IS RIGH	Т	Price Is Right									
	art Date	End Date	Weekdays Sr	oots/Week	Rate	Rating						
Week: 09	9/24/12	09/30/12	WTF	2	\$1,000.00	0.00						
E 12 8	10/01/1	2 10/02/12		CM	11a-12p	MT	:30	1	\$1,925.00LV1	0.00 NM	1	\$1,925.00
YOUN	G & RES	TLESS	Young & Restless									
	art Date	End Date	Weekdays Sr	oots/Week	Rate	Rating						
Week: 10	0/01/12	10/07/12	MT		\$1,925.00	0.00						222222
E 13 8	09/26/1	2 09/28/12			12-1230p	WTF	:30	3	\$225.00LV2	0.00 NM	3	\$675.00
NOON	NEWS		8 News Now Noon N	/I-F								
	art Date	End Date	Weekdays St	oots/Week	Rate	Rating						
Week: 09	9/24/12	09/30/12	WTF	3		0.00						
E 14 8	10/01/1	2 10/02/12	8 News Now Noon M		12-1230p	MT	:30	2	\$275.00LV3	0.00 NM	2	\$550.00
NOON	NEWS		8 News Now Noon N	/								
	art Date	End Date	Weekdays S	oots/Week	Rate	Rating						
Week: 10		10/07/12	MT	2		0.00	1,22			0.00.15		0000 00
E 15 8	09/26/1	2 09/28/12			1230-2p	WTF	:30	1	\$900.00LV1	0.00 NM	1	\$900.00
BOI D	LET'S MA	AKE	Soaps / Let's Make	A Deal								
	tart Date	End Date	Weekdays S	oots/Week	Rate	Rating						
Week: 09		09/30/12	WTF	1	\$900.00	0.00						04 04 7 7 7
E 16 8	10/01/	12 10/02/12		CM	1230-2p	MT	:30	1	\$1,315.00LV1	0.00 NM	1	\$1,315.00

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KLAS

Order / Rev: 36949

Advertiser:

Heller, Dean R-USS

Alt Order #: 08841952

Product Desc:

HELLER/SENATE/REP

Flight Dates: 09/26/12 - 10/02/12

Estimate:

Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End 1230-2p Soaps/ LMAD Soaps / Let's Make A Deal BOLD/LET'S MAKE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 MT----1 \$1,315.00 0.00 --WTF--\$350.00LV2 \$700.00 E 17 8 09/26/12 09/28/12 The Talk 2-3P CM 2-3p :30 0.00 NM 2 The Talk TALK - CBS Spots/Week Rating Start Date **End Date** Weekdays Rate --WTF--0.00 \$350.00 Week: 09/24/12 09/30/12 The Talk 2-3P 2-3p MT----:30 \$350.00LV3 0.00 NM 2 \$700.00 8 10/01/12 10/02/12 CM E 18 The Talk TALK - CBS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$350.00 0.00 --WTF--\$325.00LV2 0.00 NM \$1,300.00 E 19 8 09/26/12 09/28/12 Ellen CM 3-4p :30 Ellen **ELLEN** Spots/Week Rating Start Date **End Date** Weekdays Rate --WTF--\$325.00 0.00 Week: 09/24/12 09/30/12 2 MT----:30 \$375.00LV3 0.00 NM \$750.00 10/01/12 10/02/12 Ellen CM 3-4p F 20 Ellen ELLEN Weekdays Spots/Week Rate Rating Start Date **End Date** 10/07/12 MT----2 \$375.00 Week: 10/01/12 \$900.00 --WTF--:30 \$300.00LV2 0.00 NM 3 09/26/12 09/28/12 8 News Now 4p M-F CM 4-5p 8 News Now 4p M-F (4:30 PM-5:00 PM) **4P NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate --WTF--09/30/12 \$300.00 0.00 Week: 09/24/12 \$350.00LV3 0.00 NM \$700.00 CM 4-5p MT----:30 10/01/12 10/02/12 8 News Now 4p M-F E 22 (4:30 PM-5:00 PM) 8 News Now 4p M-F **4P NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate \$350.00 0.00 10/07/12 Week: 10/01/12 :30 \$375.00LV2 0.00 NM \$2,250.00 09/26/12 09/28/12 8 News Now 5-630p M-FCM 5-630p --WTF--8 8 News Now 5-630p M-F 5P NEWS Spots/Week Rate Rating Start Date **End Date** Weekdays 09/30/12 --WTF--\$375.00 0.00 Week: 09/24/12 MT----:30 \$400.00LV3 0.00 NM \$1,600.00 8 News Now 5-630p M-FCM 5-630p E 24 10/01/12 10/02/12 8 News Now 5-630p M-F 5P NEWS Spots/Week Rating Weekdays Rate Start Date End Date 10/07/12 MT----\$400.00 0.00 Week: 10/01/12 0.00 NM \$900.00 --WTF--:30 \$300.00LV2 3 09/26/12 09/28/12 630-7p Inside Edition CM 630-7p E 25 8 Inside Edition **INSIDER** Weekdays Spots/Week Rate Rating Start Date **End Date** Week: 09/24/12 09/30/12 --WTF--\$300.00 0.00 :30 2 \$325.00LV2 0.00 NM 2 \$650.00 8 10/01/12 10/02/12 630-7p Inside Edition CM 630-7p MT----Inside Edition **INSIDER** Spots/Week Rate Rating Start Date **End Date** Weekdays MT----\$325.00 0.00 Week: 10/01/12 10/07/12 \$975.00 7-8p --WTF--:30 \$325.00LV2 0.00 NM E 27 8 09/26/12 09/28/12 7-8p Rotator CM 7-8p Rotator ET/INSIDE ED Spots/Week Rating Rate Start Date **End Date** Weekdays --WTF--3 \$325.00 0.00 09/30/12 Week: 09/24/12 7-8p MT----:30 \$350.00LV2 0.00 NM 2 \$700.00 CM 10/01/12 10/02/12

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KLAS

Order / Rev:

36949

Advertiser:

Heller, Dean R-USS

Alt Order #:

08841952

52 F

Product Desc:

HELLER/SENATE/REP

Flight Dates:

09/26/12 - 10/02/12

Estimate:

I = 0	h Ctart	- Lad	Inventory Code	Drook	Start/End	Time Dave	lon Cno	sta Bata Dri	Dta Tuna Cna		Amount
Ln C	h Start	End	Inventory Code 7-8p Rotator	Бгеак	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type Spo	าเร	Amount
			7-8p Rotator								
ET	/INSIDE ED Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			1		
Wee	k: 10/01/12	10/07/12	MT	2	\$350.00	0.00					
E 29	8 09/26/1	2 09/28/12	8 News Now 11p		11-1135p	WTF	:30	1 \$1,550.00LV1	0.00 NM	1	\$1,550.00
11!	PNEWS		8 News Now 11p	IVI-F							
222	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
E 30	k: 09/24/12 8 10/01/1	09/30/12	8 News Now 11p	1979-9779-977	\$1,550.00 11-1135p	0.00 MT	:30	2 \$500.00LV3	0.00 NM	2	\$1,000.00
700 1992		2 10/02/12	8 News Now 11p		тттоор	1,04,13	.00	2 0000.00210	0.00 1	_	V 1,000.00
111	P NEWS	Fad Data	Mankala	Casta (Mask	Data	Dating					
Wee	Start Date k: 10/01/12	End Date 10/07/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00					
E 32	8 10/01/1	2 10/02/12		CM	1135p-1237a	MT	:30	2 \$200.00LV3	0.00 NM	2	\$400.00
1 F	TTERMAN		Letterman								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	k: 10/01/12	10/07/12	MT	2	\$200.00	0.00	.20	4 62 200 001 1/2	0.00 NM	1	\$2,200.00
E 34	8 10/01/1	2 10/01/12	Mon 9-10p 2 Broke Girls / Mi	CM ke & Mollv	9-10p	M	:30	1 \$2,200.00LV2	U.UU INIVI	1	\$2,200.00
2.5	MEN/MIKE					120 1101					
Wee	Start Date k: 10/01/12	End Date 10/07/12	Weekdays M	Spots/Week	Rate \$2,200.00	Rating 0.00					
E 35		2 10/01/12		CM	10-11p	M	:30	1 \$1,900.00LV3	0.00 NM	1	\$1,900.00
100000			Hawaiii Five-O		0.70						
HA	WAII 5-0 Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Wee	k: 10/01/12	10/07/12	M		\$1,900.00	0.00					
E 36	8 10/02/1	2 10/02/12	Tue 8-9p NCIS	CM	8-9p	-T	:30	1\$12,000.00LV1	0.00 NM	1	\$12,000.00
NC	CIS-C//NCIS:L	ry.	NOIS								
	Start Date	End Date	Weekdays -T	Spots/Week	<u>Rate</u> \$12,000.00	Rating 0.00					
E 37	k: 10/01/12 8 10/02/1	10/07/12	Tue 9-10p	CM	9-10p	-T	:30	1 \$2,000.00LV3	0.00 NM	1	\$2,000.00
100000			NCIS: LA		en orași				SAME AND COLORS		
NO	CIS:L//NCIS 9 Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Wee	k: 10/01/12	10/07/12	-T		\$2,000.00	0.00					
E 39	8 09/26/1	2 09/26/12	•	CM	8-9p	W	:30	1 \$8,500.00LV1	0.00 NM	1	\$8,500.00
CF	RIMINAL MINI	os	Survivor: Philippi	iles							
1/2/2/2	The second secon	End Date	Weekdays	Spots/Week		Rating					
E 41	k: 09/24/12 8 09/27/1	09/30/12 12 09/27/12	W Thu 8-9n	CM	\$8,500.00 8-9p	0.00	:30	1 \$2,200.00LV2	0.00 NM	1	\$2,200.00
		12 00/21/12	Big Bang / 2 1/2		0 0 0		(5.5.5)				8 20
BA	NG/RULES Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Wee	k: 09/24/12	09/30/12	T		\$2,200.00	0.00					
E 42	8 09/27/	12 09/27/12		CM	9-10p	T	:30	1 \$2,300.00LV2	0.00 NM	1	\$2,300.00
CF	BS COMEDIE	S	Person Of Interes	SI							
	Start Date	End Date	Weekdays	Spots/Week	The second secon	Rating					
E 44	k: 09/24/12 8 09/28/	09/30/12 12 09/28/12	T Fri 9-10n	1 CM	\$2,300.00 9-10p	0.00	:30	1 \$1,400.00LV2	0.00 NM	1	\$1,400.00
		12 00/20/12	Made In Jersey	OW	J 10p	*XX	.50			5	
M	ENTALIST	End Data	Meekdays	Spots/Week	Rate	Rating					
Wee	Start Date ek: 09/24/12	End Date 09/30/12	<u>Weekdays</u> F		\$1,400.00	0.00					
E 45	8 09/28/	12 09/28/12	1//	СМ	10-11p	F	:30	1 \$4,000.00LV1	0.00 NM	1	\$4,000.00

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KLAS

Order / Rev: 36

36949

Advertiser:

Heller, Dean R-USS

Alt Order #:

08841952

D--

Product Desc: HE

HELLER/SENATE/REP

Flight Dates:

09/26/12 - 10/02/12

Estimate:

Inventory Code Start/End Time Days Rate Pri Ln Ch Start End Break Len Spots Rtg Type Spots Amount Fri 10-11p Blue Bloods **BLUE BLOODS End Date** Weekdays Spots/Week Rating Start Date Rate ----F--0.00 09/30/12 \$4,000.00 Week: 09/24/12 1 E 46 8 09/29/12 09/30/12 8 News Now 11p Sa/SuCM 11-1135P ----SS :30 \$350.00LV2 0.00 NM \$350.00 8 News Now Sa/Su 11p 11P NEWS WKD Start Date **End Date** Weekdays Spots/Week Rate Rating ----SS \$350.00 0.00 Week: 09/24/12 09/30/12 \$300.00LV2 0.00 NM \$300.00 8 09/29/12 09/29/12 NCAA Football CM NCAA College Foo----S-.30 1 E 48 (12:30 PM-4:00 PM) NCAA College Football SEC FOOTBALL Spots/Week Rating Start Date **End Date** Weekdays Rate 0.00 ----S-\$300.00 Week: 09/24/12 09/30/12 8 News Now Sat 5-7p 8 09/29/12 09/29/12 CM 5-7p ----S-:30 \$175.00LV2 0.00 NM \$175.00 E 49 8 News Now Sat 5-7p WKD NEWS Spots/Week Rating End Date Rate Start Date Weekdays 09/30/12 ----S-\$175.00 0.00 Week: 09/24/12 \$500.00 Sat 9-10p CM 9-10P ----S-:30 \$500.00LV3 0.00 NM E 50 8 09/29/12 09/29/12 Crimetime Saturday **CBS COMEDIES** Weekdays Spots/Week Rate Rating Start Date **End Date** 09/30/12 ----S-\$500.00 0.00 Week: 09/24/12 CM 10-11P ----S-:30 \$900.00LV2 0.00 NM \$900.00 09/29/12 09/29/12 Sat 10-11p E 52 48 Hours Mystery 48HR MYSTERY Rating Spots/Week Rate Start Date End Date Weekdays \$900.00 0.00 09/30/12 ----S-Week: 09/24/12 :30 \$75.00LV2 0.00 NM 1 \$75.00 09/30/12 09/30/12 Eve on Wash/Wall St JoOM 5-6a ----S F 53 8 Eye On Wash/Wall St Jrnl EYE WASH/WSJ Spots/Week Rating Start Date **End Date** Weekdays Rate ----S \$75.00 0.00 Week: 09/24/12 09/30/12 :30 \$850.00LV1 0.00 NM 1 \$850.00 CBS Sunday Morni----S E 55 8 09/30/12 09/30/12 CBS News Sunday Morr

M **CBS News Sunday Morning CBS SUN AM** Rating Start Date **End Date** Weekdays Spots/Week Rate -----5 0.00 \$850.00 Week: 09/24/12 09/30/12 1 \$3,750.00LV1 0.00 NM \$3,750.00 ----S :30 09/30/12 09/30/12 Sun 7-8p CM 7-8p E 62 8 60 Minutes **60 MIN End Date** Spots/Week Rating Start Date Weekdays Rate ----S 1 \$3,750.00 0.00 Week: 09/24/12 09/30/12 ----S :30 1 \$5.750.00LV1 0.00 NM \$5,750.00 09/30/12 09/30/12 Sun 10-11p 10-11p E 64 8 CM The Mentalist CSI MIAMI Spots/Week Rating Start Date **End Date** Weekdays Rate 1 \$5,750.00 0.00 09/30/12 ----S Week: 09/24/12 :30 \$30.00LV3 0.00 NM 1 \$30.00 10/01/12 10/02/12 137-237a M-F Elec Plyg@M 137-207a MT----1 N 65 Electric Playground Spots/Week Rating Rate Start Date **End Date** <u>Weekdays</u> MT----1 \$30.00 0.00 Week: 10/01/12 10/07/12 95 \$77,265.00 Totals